In the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-13 have been canceled.

14. (Currently Amended): A method for retrieving product information including at least product/service identification or description and related to a commercial event and associated with a remote location on a communications network, comprising the steps of:

receiving proximate a user location a broadcast from a broadcast network including within the broadcast a data set that is associated with the product information,

extracting the data set from a non-video portion of the broadcast in an extracting system; and

operating a connection device at a time later than the broadcast to connect the user location to the remote location on the network that is associated with the product information in response to extracting the data set to enable retrieval of the product information from the remote location, which remote location is different than the location from where the broadcast originates.

15. (Previously Presented): The method of Claim 14, wherein the step of receiving comprises the steps of:

generating a reference signal in a receiving device;

presenting a reception signal from the broadcast at an input of the receiving device;

mixing the reception signal with the reference signal to detect a received signal in the receiving device;

demodulating the received signal to output a data stream; and

coupling the data stream to a data decoder.

16. (Previously Presented): The method of Claim 15, wherein the step of generating

a reference signal in a receiving device comprises the step of:

activating a local oscillator having a predetermined frequency and amplitude to provide a heterodyning signal.

17. (Previously Presented): The method of Claim 15, wherein the step of presenting a reception signal at an input to the receiving device comprises the step of:

locating an RF signal encoded with the reception signal comprising modulation variations in a carrier signal in the broadcast within the range of a detection antenna coupled to an input of the receiving device.

18. (Previously Presented): The method of Claim 15, wherein the step of mixing the reception signal with the reference signal to detect a received signal in the receiving device comprises the steps of:

detecting the received signal by mixing the reception signal and the reference signal in a nonlinear circuit; and

outputting the received signal corresponding to a difference between the frequencies of the reception and the reference signals.

19. (Previously Presented): The method of Claim 14, wherein the step of extracting comprises the steps of:

decoding the data set to output the product information in binary data form;

coupling the binary data product information to a first memory in a data processor; and

executing a first program of instructions to process the product information and send it to the connection device.

20. (Previously Presented): The method of Claim 14, wherein the step of operating comprises the steps of:

receiving and reading the product information from the extracting step; and

executing a second program of instructions to establish a communication

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5   connection between the user location and the remote location using information read from the product information.

21. (Currently Amended): A method for retrieving product information including at least product/service identification or description and related to a commercial event and associated with a remote location on a communications network, comprising the steps of:

     receiving proximate a user location from a broadcast network a broadcast signal

5   including a data set associated with the product information, the signal embedded in a widely disseminated communication from a source to numerous user locations having a device for retrieving the broadcast signal;

     extracting the data set from the broadcast signal with an extracting system at the user location; and

10   operating a connection device at a time later than the broadcast to connect the user location to the remote location on the communications network that is associated with the product information in response to extracting the data set to enable retrieval of the product information from the remote location, which remote location is different than the location from which the broadcast originates.

22. (Previously Presented): The method of Claim 21, wherein the step of receiving comprises the steps of:

     generating a reference signal in a receiving device;

     presenting a reception signal from said widely disseminated communication at an

5   input of the receiving device;

     mixing the reception signal with the reference signal to detect a received signal in the receiving device;

     demodulating the received signal to output a data stream; and

     coupling the data stream to a data decoder.

23. (Previously Presented): The method of Claim 22, wherein the step of generating a reference signal in a receiving device comprises the step of:

activating a light source to provide a coherent light beam having a predetermined wavelength and intensity to provide an incident signal.

24. (Previously Presented):   The method of Claim 22, wherein the step of presenting a reception signal at an input to the receiving device comprises the step of:

locating a printed indicia encoded with the reception signal comprising the reflected variations in light beam intensity resulting from scanning the printed indicia in the widely disseminated communication within the range of a detection device coupled to an input of the receiving device.

25. (Previously Presented):   The method of Claim 22, wherein the step of mixing the reception signal with the reference signal to detect a received signal in the receiving device comprises the steps of:

detecting the received signal by placing the reference signal in incident relationship upon the printed indicia containing the reception signal; and

outputting the received signal corresponding to reflected variation in light intensity resulting from scanning the printed indicia.

26. (Previously Presented):   The method of Claim 21, wherein the step of extracting comprises the steps of:

decoding the data set to output the product information in binary data form;

coupling the binary data product information to a first memory in a data processor; and

executing a first program of instructions to process the product information and send it to the connection device.

27. (Previously Presented):   The method of Claim 21, wherein the step of operating comprises the steps of:

receiving and reading the product information from the extracting step; and

executing a second program of instructions to establish a communication

5 connection between the user location and the remote location using information read from the product information.

   Claims 28 - 49 (Canceled)

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